

CITY OF FRANKLIN

SIGN CODE

[HISTORY: Adopted by the Common Council of the City of Franklin 8-5-1997 by Ord. No. 97-1461 as Ch. 22 of the 1997 Code. Amendments noted where applicable.]

GENERAL REFERENCES

Electrical standards -- See Ch. 118.

Public nuisances affecting peace and safety -- See § 178-5A.

Streets and sidewalks -- See Ch. 222.

§ 210-1. Scope of regulations.

Except as otherwise regulated herein, the regulations of this chapter shall govern all outdoor signs, advertising structures or devices with respect to location, safety, size, construction, erection, attachment, support, anchorage and maintenance.

§ 210-2. Definitions.

For the purpose of this chapter, the following words and phrases shall have the meanings assigned to them in this section:

APPROVED COMBUSTIBLE MATERIALS -- Wood, combustible plastics or other rigid material impervious to water.

APPROVED COMBUSTIBLE PLASTICS -- Only those combustible plastic materials which, when tested in accordance with the American Society for Testing and Materials Standard Method of Testing for Flammability of Plastics over 0.050 inch in thickness, D635 (Latest Revision), burn no faster than 2.5 inches per minute in sheets of 0.060 inch thickness.

BASE SETBACK LINE:

- A. The ultimate street line as established by the Master Plan of the city and/or by an Official Map of the city. On all such streets, the base setback line shall be located at a distance from the center line of such street or 60 feet from the center point of a cul-de-sac, unless specifically designated otherwise by the Council of the city.
- B. The base setback line of frontage roads shall be located at a distance from the center line of such road equal to ½ of the right-of-way width of said frontage road.
- C. All setback lines shall be parallel to and measured at right angles to the center line of the street or highway.

BILLBOARD:

- A. Outdoor advertising on a board, poster, panel structure or device of any kind used or intended to be used for advertising or display painted therein, or for the affixment, attachment or support of printed posters or other advertising matter, and constructed, erected and located on any premises or attached to a wall or placed on a roof of a building or structure now owned or occupied by the person for whose use such billboard is constructed, erected, located or attached, and when used for purposes other than advertising, the business conducted on such premises or in such building or structure.
- B. Such outdoor advertising constructed, erected and located as aforesaid used for the purpose of advertising the business conducted on premises or in a building or structure shall be deemed a sign.

BULLETIN BOARDS -- A sign not to exceed 15 square feet, located on public, charitable or religious institutions.

CANOPY SIGN -- A sign attached to or supported by a canopy.

DISPLAY SURFACE -- The surface made available on the sign or billboard structure, either for the direct mounting of letters and decorations or for the mounting of facing material intended to carry the entire advertising message.

FACING -- The surface of the sign or billboard upon, against or through which the message of the sign or billboard is exhibited.

GROUND SIGN or GROUND BILLBOARD -- A sign or billboard which is supported by one or more uprights or braces in or upon the ground.

HOOD SIGN -- A sign attached to or supported by a hood.

LETTERS and DECORATIONS -- The letters, illustrations, symbols, figures, insignia and other services employed to express and illustrate the advertising message.

MARQUEE SIGN -- A sign attached to or supported by a marquee.

MOBILE SIGN -- Any sign or billboard which lacks parts making it stationary or which is not stationary and which is located on any premises for longer than 48 hours.

OUTDOOR ADVERTISING -- Any structure or device that is arranged, intended, designed or used as an announcement, declaration, demonstration, display, illustration, indication, symbol, insignia or emblem used to advertise, identify or promote the interests of any person when the same is placed out of doors in view of the general public, and shall include the supports, uprights, bracing, framework and trim.

PROJECTING SIGN -- A sign affixed or attached directly to the exterior wall of a building or structure and extending more than 10 inches from the exterior wall of the building or structure.

ROOF SIGN or ROOF BILLBOARD -- A sign or billboard constructed, erected and maintained on or above the roof of any building or structure.

SIGN -- Any outdoor advertising other than a billboard.

SUBDIVISION EMBLEM -- A device, structure or symbol affixed permanently to the ground, used and adopted as an identifying mark for the subdivided area.

TEMPORARY SIGN -- Any sign, banner, pennant, valance or advertising display constructed of cloth, canvas, light fabric, cardboard, wallboard or other light materials, with or without frames, intended to be displayed for a period not to exceed 30 days.

TRIM -- The moldings, battens, cappings, nailing strips, latticing and platforms which are attached to the sign or billboard structure.

WALL SIGN or WALL BILLBOARD -- A sign or billboard fixed or attached directly to the exterior wall of a building or structure and extending not more than 10 inches from the exterior wall of the building or structure.

§ 210-3. Permits and fees.

A. Permit required.

- (1) No person shall erect, construct, enlarge, move, relocate or maintain any sign or billboard regulated in this chapter without first obtaining a permit therefor from the Building Inspector and paying the fee prescribed in this section.

- (2) In addition to the permit required in Subsection A(1), a permit shall also be obtained for electrically illuminated signs and billboards from the Electrical Inspector under Chapter 118, Electrical Standards, § 118-23.

B. Application for permit. Application for sign erection permits shall be made upon blanks provided by the Building Inspector and shall contain or have attached thereto the following information:

- (1) Name, address and telephone number of applicant.
- (2) Plot plan showing the location of the building, structure or lot to which or upon which the sign or other advertising structure is to be attached or erected and the sign or billboard location.
- (3) The location and type of any other signs or billboards located or proposed to be located on the property.
- (4) Drawing of the sign or billboard to a scale not less than 1/2 inch equals one foot.

C. Issuance of permits.

- (1) The Building Inspector, upon filing of an application for a sign erection permit, shall examine such plans and specifications and other data. He or she shall determine whether the proposed structure is in compliance with the requirements of this chapter and all other regulations of the City.
- (2) For all signs other than mobile signs, the Building Inspector shall refer the application to the Architectural Board. In considering such application, the Architectural Board shall consider the purpose of such advertising; the appearance, location, lighting, height and size of such structures; safety of operators of vehicles upon the adjoining streets and highways; the effect of such structure with respect to the scenic beauty of the vicinity in which such structure is proposed to be located; the effect of such structure and advertising with respect to the enforcement of state laws and county and City ordinances; the effect of such structure with respect to the danger to human life because of falling or combustibility; the effect of such structure and advertising with respect to the prevention of crime and the effect of such structure and advertising with respect to the general public welfare, morals and the conserving of the taxable value of lands and buildings located within the City and in the immediate area adjacent to the proposed location of such structure.
- (3) The Architectural Board shall approve, approve with modifications or deny the sign or billboard. Any approval given by the Architectural Board shall be valid for 180 days. If a permit is not obtained within the 180 days, such approval shall become null and void, and a new application shall be required.
- (4) Upon his or her determination that the proposed structure conforms with the ordinances of the City, and upon notice of Architectural Board approval, the Building Inspector shall issue the permit. If the work authorized under a sign permit has not been completed within one year after the date of issuance, the permit shall become null and void.

D. Permit fees. [Amended 2-25-2002 by Ord. No. 2002-1702]

- (1) Together with the application for each and every sign or billboard, the applicant shall pay an application fee of \$40. If the sign or billboard is not approved and no permit is to be issued, or if the sign is approved but no permit is obtained, the application fee shall be retained by the City to cover the costs of processing the application.
- (2) Every applicant, before being granted a permit, shall pay the following permit fee and annual inspection fee for such sign or other advertising structure regulated by this chapter.
 - (a) For any and all signs or billboards, an original permit fee or permit renewal shall be paid per the following schedule:

- [1] For eight square feet or less: \$35.
- [2] For nine to 50 square feet: \$50.
- [3] For 51 to 100 square feet: \$100.
- [4] For 101 to 150 square feet: \$150.
- [5] For 151 square feet or larger: \$100 for each additional 50 square feet.
- [6] Additional fee for illuminated sign: \$50 each sign.
- [7] Reinspection fee: \$50 per inspection.
- [8] Failure to call for a final inspection: \$40.
- [9] Double fees: Upon failure to obtain a permit before work on a sign has been started, the total fee shall be doubled the fees charged.

(b) For a mobile sign permits: \$50 each permit or renewal.

E. Revocation of permits. The Building Inspector may revoke any permit issued by him or her or refuse to issue a permit upon failure of the holder to comply with any provision of this chapter.

§ 210-4. Regulatory measures.

A. Permissible areas for signs.

- (1) Other than residential districts. Signs and billboards shall be permitted in any nonresidential district as defined by Chapter 118, Electrical Standards, and after approval by the Architectural Board as provided in § 210-3B.
- (2) Residential districts. Anyone conducting a business in any residential district in the city shall be permitted to have one sign or nameplate advertising the business conducted on the sign. If any business is being conducted in a residential district on any premises which are adjacent or contiguous to other premises used for business purposes, but to which direct access is not obtained from any public street or highway, an additional sign or nameplate not to exceed six square feet in size may be permitted on the business premises adjacent to the public street or highway to advertise the business being conducted on the premises to which direct access is not available from a public street or highway.

B. Prohibited areas for signs and billboards.

- (1) No billboards shall be permitted in a residential district in the city.
- (2) No signs shall be permitted in a residential district in the city except as herein specifically provided.
- (3) No sign or billboard shall be constructed, erected or maintained which shall be nearer to the street or highway than the established base setback line provided by the zoning regulations of the city.
- (4) No signs, excepting official city, county or state regulatory signs, shall be erected, installed or posted on and within any public right-of-way within the corporate limits of the city.

C. Standards for the design and erection of signs and billboards.

- (1) Location; obstruction.

- (a) No sign or billboard, or any part thereof, shall be erected, constructed or maintained so as to obstruct any exit, window opening necessary for required light or ventilation or other opening of a building or so as to prevent free passage from one part of a roof to any other part thereof.
 - (b) No sign or billboard shall be attached to or erected and maintained on any premises on any standpipe, exterior stairway, fire escape, smokeproof stair, tower balcony or balcony serving as a horizontal exit or so as to interfere with the use thereof.
 - (c) No sign or other advertising structure as regulated by this chapter shall be erected at or near the intersection of any street in such manner as to obstruct free and clear vision; or at any location where, by reason of the position, shape or color, it may interfere with, obstruct the view or be confused with any authorized traffic sign, signal or device; or which makes use of the words "Stop," "Look," "Danger" or any other word, phrase, symbol or character in such manner as to interfere with, mislead or confuse traffic.
 - (d) The total amount of signage permitted for each business premises within a business district shall be determined by the greater of the product obtained by multiplying either the lineal front footage of the main building of the business facing the adjacent roadway by a factor of 1.5 square feet or multiplying the lineal front footage of the business premises lot by a factor of 0.8 square feet. Either factor may be increased by a factor of 0.5 square feet for each 50 feet of setback beyond 100 feet, to a maximum of 500 feet. However, each business premises located on the ground floor shall be entitled to minimum total signage of 40 square feet per ground floor business premises. The owner of a multi-tenant building is responsible for dividing the gross allowable signage among all tenants of the multi-tenant building. No business premises shall have more than two signs. Each business premises may have one projecting sign or one detached sign, such as a ground sign, pole sign, pylon sign, etc., provided that such sign does not extend over the public right-of-way.
 - (e) The total amount of signage permitted for each business premise within the Industrial District shall be determined by the greater of the product obtained by multiplying either the lineal front footage of the main building of the business facing the adjacent roadway by a factor of two square feet or multiplying the lineal front footage of the business premises lot by a factor of 0.8 square feet. The owner of a multi-tenant building is responsible for dividing the gross allowable signage among all tenants of the multi-tenant building. No business premises may have more than two signs. Each business premises may have one projecting sign or one detached sign, such as a ground sign, pole sign, etc., provided that such sign does not extend over the public right-of-way. As an exemption to the restrictions for signs in the Industrial District, nonilluminated directional signs shall be allowed on industrial premises, provided that they do not exceed six square feet in area and, if they are either ground, post or pylon signs, they do not exceed five feet in height measured from the top of the sign to the ground immediately below the sign.
- (2) Wind pressure, allowable stresses and materials.
- (a) All signs and billboards shall be constructed, erected and maintained to safely withstand a wind pressure of not less than 30 pounds per square foot.
 - (b) The allowable stresses in chains, wire ropes, and steel guy rods and their fastenings shall not exceed 1/4 of their ultimate strength.
 - (c) All ferrous chains, wire ropes, guy rods and their fastenings and anchor bolts shall be galvanized or be of other approved equivalent protection. All other ferrous parts of signs or billboards subject to corrosion shall be protected and maintained free from corrosion by approved corrosion-resistant coating.
- (3) Identification.

- (a) All signs hereafter erected shall bear the manufacturer's name, and the name trademark or other approval mark or symbol of the person erecting such sign.
 - (b) All billboards hereafter erected shall bear the name, trademark or other approved mark or symbol of the erector or of the person in charge, possession or control of such billboard.
- (4) Combustible facings, letters and decoration, etc.
- (a) Facings. Facings of signs and billboards may be made of approved combustible plastics, provided that the supports, uprights, bracing framewood and structural trim is made from noncombustible material, and provided that the surface area of each face is not in excess of 100 square feet, and provided, further, that such faces shall be separated from each other in an approved manner with noncombustible material. The letters and decorations mounted upon such plastic facings may be made of approved combustible plastics.
 - (b) Letters and decorations. The area of the display surface or facing occupied or covered by plastic letters or decorations shall not exceed a total area calculated on the following basis:

Display Surfaces

Covered by Plastics

100 square feet or less	100% of display surface area
Over 100 square feet but not over 2,000 square feet	100 square feet plus 25% of the difference between 100 square feet and the area of the display surface
2,000 square feet (5)	Not more than 575 square feet Ground signs or ground billboards.

- (a) Materials; bottom clearance.
 - [1] Ground signs or billboards not exceeding 100 square feet in area may be constructed of approved combustible materials. Such signs and billboards exceeding 100 square feet in area shall have the facing constructed of sheet metal or other noncombustible materials.
 - [2] An open space at least 60 inches high shall be maintained between the bottom edge of the sign or billboard facing and the ground. In such space there may be located necessary supports, platforms, decorative trim or light wood or metal construction, provided that at least 50% of the space will be left open.
- (b) Height. No ground sign or billboard shall be erected or maintained exceeding any point 13 feet in height from the lower to the upper edge of the facing nor exceeding at any point 30 feet in height above the established grade, excepting that an automobile dealership with at least 300 feet of frontage on a public highway may erect and maintain one identification ground sign upon its business or institutional premises or location, no part of which shall be more than 35 feet above the established grade immediately below.
- (c) Location.
 - [1] All ground signs or billboards when construction parallel to a street line shall be set back from said street line a distance equal to or greater than the height or such structure measured from the point of its greatest height to the established grade at the place of the location. No billboard or ground sign shall be located within 25 feet of an abutting residential zone. On lots abutting street intersections, no sign or billboard shall be placed within 35 feet of the lot corner of said lot nearest the street intersection,

but in no event shall the distance be less than the height of the sign. Lighting reflectors may extend eight feet beyond the face of the ground sign or billboard.

- [2] The ends or sides of such structures shall not be nearer than three feet to any adjoining lot line.

(d) Supports and anchorage.

- [1] All ground signs and billboards shall be constructed and supported to resist dead load and the wind pressure acting in any direction.
- [2] Vertical supports for ground signs and billboards shall be driven into or set in the soil or rigidly attached to bases imbedded in the soil. There shall be two or more such vertical supports, except that a sign or billboard which does not exceed 50 square feet in area may be supported by a single vertical support. When approved by a registered engineer, one vertical support for load and wind load is acceptable.
- [3] The vertical members or bases for vertical members, supporting unbraced ground signs or billboards, shall be so proportioned that the bearing loads imposed upon the soil in either a horizontal or vertical direction shall not exceed safe values. Braced signs and billboards shall be anchored to resist wind pressure acting in any direction. Anchors and supports shall be designed for safe bearing loads on the soil and for an effective resistance to pullout amounting to a force 25% greater than the required resistance to overturning.
- [4] The soil used for backfill for the dug-in type of anchor or vertical support shall be carefully placed and thoroughly compacted. The anchors, bases and supports shall be constructed or driven not less than 4½ feet below the ground level.
- [5] Whenever anchors or posts consisting of wood embedded in the soil are used to support ground signs or billboards which are to remain in place for more than six months, the wood shall be pressure treated with creosote or given other approved preservative treatment before erection.
- [6] Portable signs may be permitted, provided that such signs do not exceed six feet in height and are supported by frames or posts rigidly attached to bases so proportioned that the weight and size of the base is adequate to resist wind pressure.

- (e) Maintenance of premises. Any person occupying any premises by means of a ground sign or billboard shall be subject to the same duties and responsibilities as the owner of the premises with respect to keeping such premises clean, sanitary, inoffensive and free and clear of debris, obnoxious substances and unsightly conditions.

(6) Roof signs and roof billboards.

(a) Materials bottom clearance.

- [1] Roof signs and billboards not exceeding at any point 13 feet in height from the lower to the upper edge of the facing may be constructed of materials as regulated in Subsection C(5)(a). Roof signs and billboards exceeding such height shall be constructed of noncombustible materials, except mouldings and furring strips.
- [2] An open space not less than four feet shall be maintained between the bottom of the sign or billboard facing and the roof, except that necessary supports extending through such space will be permitted.

- (b) Height. The height of the solid face of any sign or billboard placed on the roof of any building shall be limited to 12 feet. Any lettering or figures attached to the top of the roof

sign or billboard shall not exceed five feet in height. On buildings 50 feet more in height, signs or billboards thereon shall not exceed 50% of the height of the buildings.

(c) Location.

- [1] When a roof sign or billboard is erected parallel to the exterior wall of a building, the distance between the facing of such sign and the parallel wall of the building shall be not less than five feet. When a roof sign or billboard is erected at an angle to the exterior wall of the building, the distance between the sign and the exterior wall shall be not less than 2½ feet.
- [2] No roof sign or billboard shall be erected on a building of ordinary or frame construction, unless such building is structurally capable of supporting such additional load with a factor or safety of two.

(d) Supports and anchorage.

- [1] Roof signs and billboards shall be secured and anchored in an approved manner to buildings or structures over which they are constructed or erected. The dead and wind loads of such signs and billboards shall be distributed to the structural members of the building or structure in such a manner that no structural member shall be overstressed.
- [2] Uplift due to overturning of roof signs and billboard shall be resisted by approved anchorage to the building or structure. Approved anchorage to the building or structure shall include such alterations to the buildings or structure as may be needed to integrate and interconnect sufficient dead load to equal not less than 10% in excess of the computed uplift applied to such building or structure by the sign or billboard.

(7) Wall signs and wall billboards.

- (a) Materials. Wall signs and billboards not exceeding at any point 13 feet in height from the lower to the upper edge of the facing may be constructed as regulated in Subsection C(5)(a). Wall signs and billboards exceeding such height shall be constructed of noncombustible materials, except mouldings and furring strips.

(b) Height.

- [1] No part of a combustible wall sign or billboard shall be erected or maintained above the sill of a second-story window or windows of the building or structure to which such sign or billboard is to be attached, nor shall any part of such a sign or billboard be more than 30 feet above the established grade immediately below, except as further regulated in Subsection C(7)(b)[2] and except that an automobile dealership with at least 300 feet of frontage on a public highway may erect and maintain one identification wall sign upon its business or institutional premises or location, no part of which shall be more than 35 feet above the established grade immediately below.
- [2] No wall signs or billboards shall be erected or maintained to extend more than ½ of the height thereof above the top of the exterior wall to which attached.

(c) Location.

- [1] No part of any wall sign or billboard, except lighting reflectors, shall extend more than 10 inches from the face of the wall to which such sign or billboard is attached. Lighting reflectors, when at least 10 feet above the established grade immediately below, may extend eight feet beyond the face of the wall, but not beyond the base setback line.
- [2] No wall sign or billboard shall be erected or maintained to extend beyond the street end of the wall to which such sign or billboard is attached.

(d) Supports and anchorage.

- [1] Wall signs and billboards attached to exterior walls of concrete or masonry shall be securely fastened to such walls by means of metal anchors, bolts, expansion screws or by other approved method which will ensure stability and safety, but no fastening shall be of less strength or performance than that provided by a three-eighths-inch diameter expansion sleeve imbedded within the masonry or concrete.
- [2] Except in the case of wall signs or billboards attached to buildings or structures with walls of wood, no wooden blocks or anchorage with wood used in connection with screws or nails shall be considered approved anchorage.
- [3] No wall sign or billboard shall be entirely supported by a parapet wall.

(e) Area requirements.

- [1] One identification sign shall be permitted totaling 250 square feet, subject to the following:
 - [a] The building shall be a minimum of 300 feet from the base setback line.
 - [b] The sign shall be used for identification. No product advertisement shall be included in the sign.
 - [c] This section shall apply to industrial uses only.
- [2] All other signs shall comply with Subsection C(1)(d).

(8) Projecting signs.

(a) Materials.

- [1] All projecting signs shall be constructed of noncombustible materials; provided, however, that the letters, decorations and facing of signs may be of approved combustible plastics when in compliance with Subsection C(5)(a).
- [2] Glass or porcelain shall be wired glass or porcelain or shall be protected with a wire screen of a mesh of such size as to prevent broken pieces thereof from falling upon the public, excepting signs with molded glass letters of which only the letters or trademarks are exposed.
- [3] Glass globes or glass signs shall be made of wired glass or protected with a wire screen as regulated in Subsection C(8)(a)[2] above. All globes shall be suspended in an approved manner from the building or structure.

(b) Projection; clearance.

- [1] All signs projecting from a building or other structure shall not project beyond the base setback line.
- [2] Projecting signs erected over marquees shall be set back not less than two feet from the outer edge of such marquee.
- [3] No projecting sign shall at the lowest point be less than 10 feet above the established grade immediately below.

(c) Supports and attachment.

- [1] The dead load of projecting signs and the load due to wind pressure shall be supported entirely by the building or structure to which such signs are attached by means of structural shapes, chains, wire ropes or steel guy rods; lateral supports shall be spaced

not more than eight feet apart unless otherwise approved. Turnbuckles or other approved means of adjustment shall be placed in all chains, wire ropes or steel rods supporting or bracing projecting signs. No staples, nails or wire shall be used to secure any projecting sign to any building or structure.

- [2] No part of a projecting sign shall be supported from a parapet wall unless approved bracing is provided.
- [3] Where projecting sign supports are fastened to walls or wood construction, the supporting device shall be fastened securely in an approved manner.
- [4] All projecting perpendicular signs having a facing of more than six feet in height shall be provided with a perpendicular metal ladder not less than eight inches wide at the inner edge of such sign and constructed in such manner as to provide access for the repairing or inspection of such signs.
- [5] Ground or pole signs shall have approved vertical supports of metal.

(9) Marquee signs.

(a) Materials.

- [1] All marquee signs shall be constructed of noncombustible materials; provided, however, that the letters, decorations and facings of signs so constructed may be made of approved combustible plastics when in compliance with the regulations of § 210-2, "approved combustible plastics."
- [2] Glass or porcelain when used shall be wired glass or porcelain or shall be protected as regulated in Subsection C(8)(a)[2].

(b) Length and height.

- [1] Marquee signs may be attached directly to or made a part of the sides or front face of a marquee, and such signs may extend the entire length or width of such marquee but not beyond such length or width. Such sign or signs shall not exceed eight feet in vertical dimension, nor shall such sign or signs extend below the face of a marquee.
- [2] Signs may be erected on the roof of a marquee, provided that the total combined heights of the sign on the face of the marquee and the sign erected on the roof shall not exceed 13 feet. Any such sign shall not be closer than two feet from the outer edge of the marquee.

(10) Canopy signs.

(a) Materials. Materials for canopy signs shall be as regulated in Subsection C(5)(a).

(b) Length and height.

- [1] Except as regulated in Subsection C(10)(b)[3], canopy signs may be attached directly to or made a part of the sides or front face of a canopy. Such signs may extend the entire length or width and shall not exceed 18 inches in vertical dimension or extend below the face of a canopy.
- [2] Except as regulated in Subsection C(10)(b)[3], canopy signs may be erected on the roof of a canopy, provided that such signs do not extend more than 18 inches above the top edge of the canopy. Such canopy roof signs shall not extend beyond the length or width of the canopy.

- [3] A canopy on any one building or structure may have signs attached thereto or placed thereon as permitted in either Subsection C(10(b)[1] or [2], but in no case shall there be placed or erected on such canopy both types of signs.

(11) Hood signs.

- (a) Materials. Materials for hood signs shall be as regulated in Subsection C(5)(a).
- (b) Length and height. Hood signs may be erected either in the face or on the roof of a hood. Such signs shall not exceed 15 inches in vertical dimensions nor extend beyond the length or width of the hood.

(12) Clock signs.

- (a) All clock signs hereafter erected shall be attached directly to and supported by the exterior wall within a building or structure. Such signs shall be either wall signs or projecting signs and shall conform to the applicable regulations of this chapter.
- (b) Existing clock signs erected prior to November 16, 1967, shall comply with the regulations of Subsections C(6) and (7).

(13) Billboards.

- (a) Materials, height, location, supports and anchorage for billboards shall be regulated as specified in the sections of this chapter pertaining to ground, wall and roof signs.
- (b) Billboards, as defined by this chapter, may be erected only if the following requirements, in addition to all other applicable requirements of this chapter, are met:
 - [1] The billboard advertises a specific business which is being conducted within the limits of the city or within 2,500 lineal feet of said city limits.
 - [2] The billboard is located along a street or highway which leads directly to the business being advertised or intersects the street upon which the business is located at a point not more than 2,500 lineal feet from said business.

(14) Illuminated signs and billboards.

- (a) The face or faces of illuminated projecting signs shall be be electrically illuminated in an approved manner. Such illumination shall be an integral part of such signs.
- (b) Electrical illumination of signs in residence use districts shall be as regulated in the State Electrical Code.
- (c) All illumination of or on signs or billboards shall be by means of electricity and shall conform to the regulations of the State Electrical Code. It shall be the policy of the Building Inspector to approve, subject to the regulations of this chapter and the State Electrical Code, any illuminated sign or billboard bearing the Underwriters Laboratories, Inc., Label of Approval.
- (d) Goose neck reflectors and lights shall be permitted on ground signs, roof signs and wall signs; provided, however, that the reflectors shall be provided with proper glass lenses concentrating the illumination upon the area of the sign so as to prevent glare upon the street or adjacent property.
- (e) No person shall maintain any sign which is wholly or partially lighted by spotlights or floodlights unless such spotlights or floodlights are hooded or shielded in a manner approved by the Electrical Inspector. No person shall use any rotating or flashing spotlight or floodlight on any sign or for the purpose of illuminating or displaying of such sign.

(15) Signs and billboards on public property, snipe advertising, etc.

- (a) No person, except a public officer or a government employee in the performance of a public duty, shall maintain, place, erect, paint, paste, print, nail, tack or otherwise fasten any card banner, picture, handbill, sign, poster, advertising or notice of any kind or cause the same to be done on any curb, streetwalk or public thoroughfare surface, fence, board, barrel, box, case, railing, pole, post, bridge, tree, barricade, material, bridge fender, dock, pile, building or structure of any kind on public ground or public waterway or upon any structure projecting over any public thoroughfare, public ground or public waterway within the city except as may be permitted by this chapter or other ordinance, the Superintendent of Public Works, the Council, statutes of the state or federal laws.
 - (b) No person shall place, erect, paint, paste, print, nail, tack or otherwise fasten or maintain any "snipe" advertising or deface any exterior wall or surface of any building, board, barrel, box, case, railing, pole, post, tree, barricade, material, dock, pile or structure of any kind with advertising or notice of any kind.
 - (c) Except as permitted by this chapter, no person shall place, erect, tack or otherwise fasten or use or maintain any outdoor advertising, such as banners, decorative displays or other advertising devices, or cloth, paper or other nonrigid materials.
- (16) Other advertising devices. Any advertising device not herein regulated shall be constructed and erected in a manner approved by the Plan Commission.

§ 210-5. Maintenance and removal of signs.

A. Unsafe and unlawful signs.

- (1) If the Building Inspector shall find that any sign or other advertising structure regulated herein is unsafe or insecure or is a menace to the public or has been constructed or erected or is being maintained in violation of the provisions of this chapter, he or she shall give written notice to the licensee thereof. If the licensee fails to remove or alter the structure so as to comply with the standards herein set forth within 10 days after such notice, such sign or other advertising structure may be removed or altered to comply by the Building Inspector at the expense of the licensee or owner of the property upon which it is located. The Building Inspector shall refuse to issue a license to any licensee or owner who refuses to pay costs so assessed.
- (2) The Building Inspector may cause any sign or other advertising structure which is, in his or her opinion, an immediate peril to persons or property to be removed summarily and without notice.

B. Painting requirements.

- (1) The owner of any sign or billboard as defined and regulated by this chapter shall have properly painted all parts and supports of said sign or billboard as directed by the Building Inspector unless the same are galvanized or otherwise treated to prevent rust or deterioration.
- (2) If the owner of said sign or billboard does not paint the same within 60 days after written notification from the Building Inspector, said sign or billboard shall be removed as provided in Subsection A.

C. Removal of certain signs and billboards.

- (1) Any sign or billboard now or hereafter existing which no longer advertises a bona fide business or a product sold or is dilapidated or out of repair shall be taken down and removed by the owner, agent or person having the beneficial use of the building or land upon which such sign or billboard may be found within 10 days after written notification from the Building Inspector and, upon failure to comply with such notice within the time specified in such order, the Building Inspector may cause removal of such sign or billboard, and any expense incident thereto shall be paid by the owner of the building or land to which such sign or billboard is

attached. If such cost and expenses are not paid within 10 days from the date of billing, the costs and expenses incurred for such removal shall be assessed against the real estate upon which such sign is located and collected as other taxes are collected on said real estate.

- (2) Any sign or billboard which is constructed after November 16, 1967, without a permit shall be removed or a permit be applied for, together with double fees, upon five days' notice to the owner. Such notice shall be given by the Building Inspector by mail.
- (3) If the owner of such sign or billboard cannot be ascertained by the Building Inspector, such notice shall be given to the owner of the real estate upon which such sign or billboard is located. If the owner of such real estate does not pay the amount thereof within 10 days from the billing, such cost and expense shall be assessed against the real estate upon which such sign or billboard is located and collected as other taxes are collected on said real estate.
- (4) If the permit be denied, the Building Inspector shall issue a five-day removal notice, and if such sign or billboard is not removed within such period, the same may be removed by the Building Inspector and the cost thereof charged and assessed as hereinabove provided.

§ 210-6. Exemptions from permit regulations.

The following outdoor signs, advertising structures or devices shall be exempted from § 210-3:

- A. One sign appertaining to the lease or sale of any building or land, provided that such sign does not exceed 32 square feet in size and is located upon the premises.
- B. Signs not exceeding three square feet in size maintained by the owner or occupant of any land or any building for the purpose of displaying the name of the owner or occupant or for the purpose of warning against trespasses.
- C. Bulletin boards not over 15 square feet in size for public, charitable or religious institutions when the same are located on the premises of said institutions.
- D. Memorial signs or tablets, names of buildings and date of erection when cut into any masonry surface or when constructed of bronze or other incombustible materials.
- E. Traffic or other municipal signs, legal notices, railroad crossing signs, danger and such temporary emergency or nonadvertising signs as may be approved by the Common Council.
- F. Signs painted directly on the wall surfaces of any building or structure which are not located in a public thoroughfare. This does not include painted advertising on fences or lot enclosures.
- G. Letters or numerals attached to or signs painted on glass surfaces of windows or doors.
- H. Signs used in connection with movable and fixed awnings.
- I. Nonilluminated signs painted on canopies, hoods and marquees indicating only the name, street number and character of the business of the owner, tenant or building when consisting of letters and decorations not exceeding six inches in height.
- J. Signs not to exceed 20 square feet, identifying farm or estate property on parcels of land containing not less than three acres.
- K. Flags or banners representing the United States, State of Wisconsin, County of Milwaukee, City of Franklin or other organizations approved by the Council.
- L. Political signs that comply with all other sections of the this chapter, provided that they be removed within 10 days after an election and they do not exceed 35 square feet in size in nonresidential districts.

§ 210-7. Exemptions from permit fees.

The following outdoor signs, advertising structures or devices shall be exempted from § 210-3D:

- A. All signs of businesses and institutions on premises, (located on that business or institution property).
- B. Subdivision emblems when an agreement regarding such emblems has been entered into with the city.
- C. Special decorative displays or signs in public thoroughfares when authorized by the Council.
- D. An approved sign not more than 12 square feet in area painted on or attached to a temporary enclosure used in connection with alterations to buildings or structures denoting continuance of occupancy.
- E. Temporary signs.

§ 210-8. Violations and penalties.

Any person who shall violate any provision of this chapter, or any order, rule or regulation made hereunder, shall be subject to a penalty as provided in Chapter 1, General Provisions, § 1-19.